

Tourism Board Meeting
January 13th, 2005
City Hall Board Room

Board Members Present: Lawrence McFall, Tim Mantooth, Jimmy Farlow, and Anil Patel

Board Members Absent: Laurie Moran, Phil Mays, Anne Moore, and Dale Castiglione

Others in attendance: John Gilstrap, Tish Lindsey, and Rosalee Maxwell

In the absence of Phil Mays the Tourism Board Chairman, former Chairman Jimmy Farlow called the meeting to order.

Lawrence McFall moved to approve the minutes of the December meeting and Anil Patel seconded. The motion carried.

Committee Reports:

Communications Committee: Rosalee Maxwell reported that the group met and are going to be working on “Tourism” week the first week in May. The goal of the event is to expand the knowledge of our own internal customers as to the benefits of tourism to our city. It is increase awareness of “what we have in our own backyard”.

Historical Committee: Historic committee is working on items outlined in action plan. There is no new report at this time.

Attraction Committee: Anne Moore sent word that the committee is planning another meeting before the next Tourism Board meeting in February.

Hotel Committee: Anil noted that Kevin sent information to all of the hotels requesting a meeting and outlined topics of discussion on the agenda. Several have responded already. Kevin is planning to call each one that did not respond and then set the meeting.

Restaurant Committee: Jimmy requested a list of all restaurants that hold a license in the city from Jimmy Gillie. He and Tim Mantooth plan to “tag” team and visit each one. The purpose is to see what the needs of the restaurants are and how the tourism board can better serve them. He notes that in the past, there has been difficulty in getting the managers/owners to participate.

Budget Committee: There is no new report at this time.

New Business –

- John Gilstrap requested tear-off maps for the hotels and asked for an update. Jimmy Farlow said that DRHTA is working on a map. It will be an overview map of the City with members listed on the back of the map. Maps will be distributed to all DRHTA members, the Chamber and Welcome Center.

- A concert update was requested. John Gilstrap said that Harvest Jubilee is planning to host five concerts from May through September/October. Some of the bands being considered are: ZZ Top, KC

and the Sunshine Band, Rascal Flatts, Billy Ray Cyrus, Big and rich, Allison Krause and the Allmond Brothers. He also noted that season packages are being considered. Harvest Jubilee is selecting the bands on the ability of the bands to make revenue – sell tickets. Personal choices are not coming into play with the selection of the groups.

- Rugby updates – Rosalee Maxwell noted that the Tourism Division is working with several groups to bring rugby tournaments to town. A decision should be made soon as to the latest, a state tournament for Virginia bringing up to 32 teams.

- John Gilstrap noted that in lieu of recent events, he wanted to make clear that the Tourism Division will send information to all hotels concerning upcoming events/tournaments/etc. However, sometimes due to the participation of different hotel owners/managers, the information reaches some hotel operators sooner than it does for others. The Tourism Division will strive to treat each owner/operator in a just and fair manner.

Old Business –

- No old business to report

The next Tourism Board meeting will be held on February 10th at 3:30 p.m. in the City Hall Board Room.